



TAIWAN MEDIA LANDSCAPE

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Country Overview

TAIWAN IS A STABLE DEMOCRACY WITH A STRONG AND WELL-DEVELOPED ECONOMY



CAPITAL
Taipei City

REGION
Asia

GDP PER CAPITA
\$59,398

GDP
\$612.17 billion

POPULATION
23,570,000

AREA
36,193 km²

Taiwan's unsettled relationship with China has long been a major cause of political uncertainty and an economic impediment, as it is not recognized by most of the world as a sovereign entity separate from China.

Taiwan has a dynamic capitalist economy that is driven largely by industrial manufacturing, and especially exports of electronics, machinery, and petrochemicals.

Despite its diplomatic isolation, Taiwan has become one of Asia's major economic players, and one of the world's top producers of computer technology.

Media Consumption Overview

THE MASS MEDIA IN TAIWAN IS CONSIDERED TO BE ONE OF THE FREEST AND MOST COMPETITIVE IN ASIA



Taiwanese spend an average of 2 hours 42 mins on TV



Rich and diverse radio channels



Top newspapers remain some of the most influential media

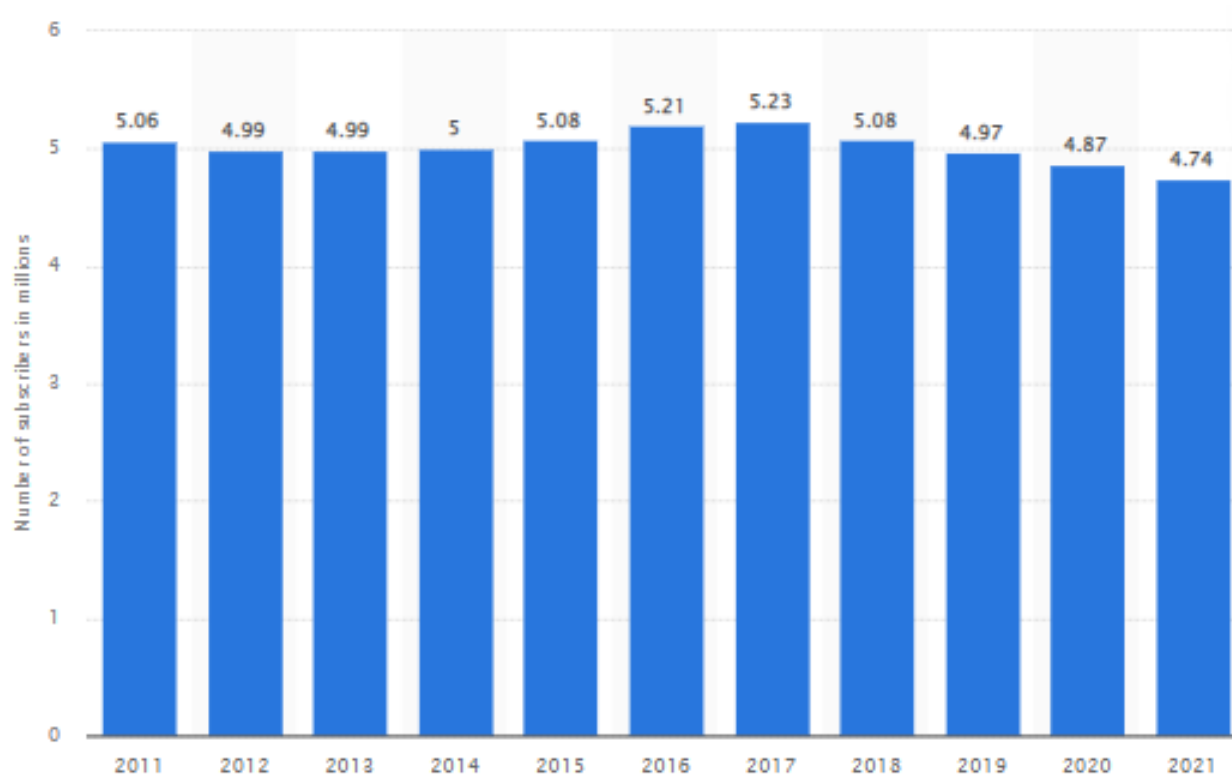


90% internet penetration

TV Consumption

TV REMAINS A CRUCIAL MEDIUM FOR REACHING THE POPULATION

Number of cable TV subscribers in Taiwan from 2011 to 2021



- In 2021, around 4.74 million people subscribed to cable TV services in Taiwan. The number of digital pay channel subscriptions of cable TV amounted to about 1.62 million.
- Programming is mostly in Mandarin and Taiwanese, with some English, Japanese and other foreign-language channels

TV Consumption

TOP TV NETWORKS

Taiwan Television



Taiwan Television Enterprise, Ltd. commonly known as TTV, is the first terrestrial television station in Taiwan. It is a General Entertainment channel.

CTV



CTV is a free-to-air terrestrial television channel of the China Television company and is the second oldest free-to-air terrestrial television channel in Taiwan.

TVBS News



TVBS News or (TVBS-N) is a Taiwanese pay television channel, launched on 1 October 1995. It is the first 24-hour nationwide news channel to be launched in the country.

Radio Consumption

THERE ARE MORE THAN 170 RADIO STATIONS

In 2021, the annual revenue of the music, radio and podcasts segment in Taiwan was projected to reach 287 million U.S. dollars, a bounce back from the year prior when live music revenue plummeted due to the coronavirus pandemic.



Radio Taiwan International is the English name and call sign of the international radio service, the Central Broadcasting System (CBS) of Taiwan. It is a government-owned station that broadcasts in 13 languages around the world, with a majority emphasis on Mandarin and Taiwanese-language broadcasts over shortwave into Mainland China.



The International Community Radio Taipei is Taiwan's only English-language radio station.

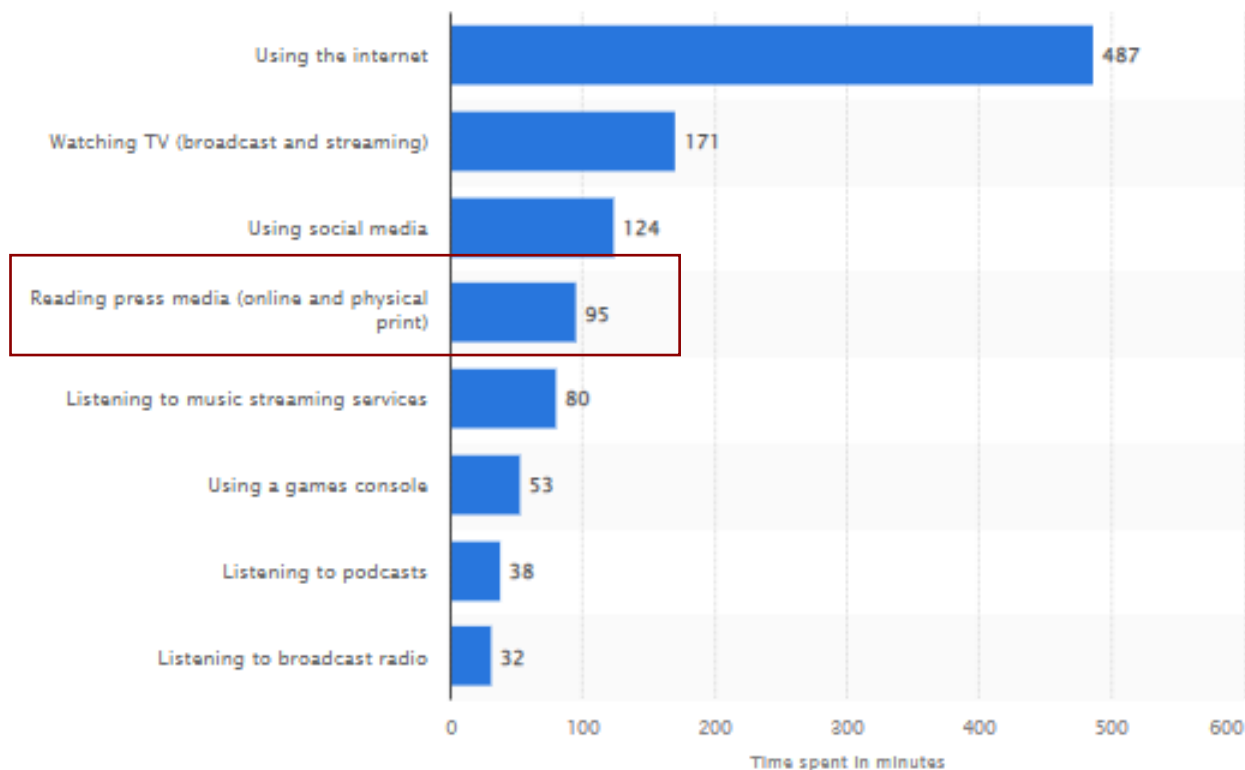


KISS Radio in Taiwan plays the latest Chinese music and some English, Japanese and Korean top 40 songs.

Print Consumption

MOST MAJOR PUBLICATIONS ARE AVAILABLE ONLINE AS WELL AS IN PRINT

**Average daily time spent on media in Taiwan in 2021
(in minutes)**



- The three major daily newspapers are Liberty Time, United Daily News, and China Times.
- In addition, there are two major business-focused, financial newspapers: the Commercial Times and Economic Daily News

Print Consumption

TOP PRINT TITLES



Liberty Times

The Liberty Times is a national newspaper published in Taiwan. The newspaper covers national and international news including sports, politics, economy, business, regional news, and so on.



China Times

The China Times is a daily Chinese-language newspaper published in Taiwan. It is one of the top three newspapers in Taiwan.



United Daily News

United Daily News is a newspaper published in Taiwan. The newspaper covers all facets of news and updates on national & international events, politics, policies, economy, sports, and many more.

Digital Consumption

THE NUMBER OF INTERNET USERS IN TAIWAN INCREASED BY 1.3% BETWEEN 2021 AND 2022



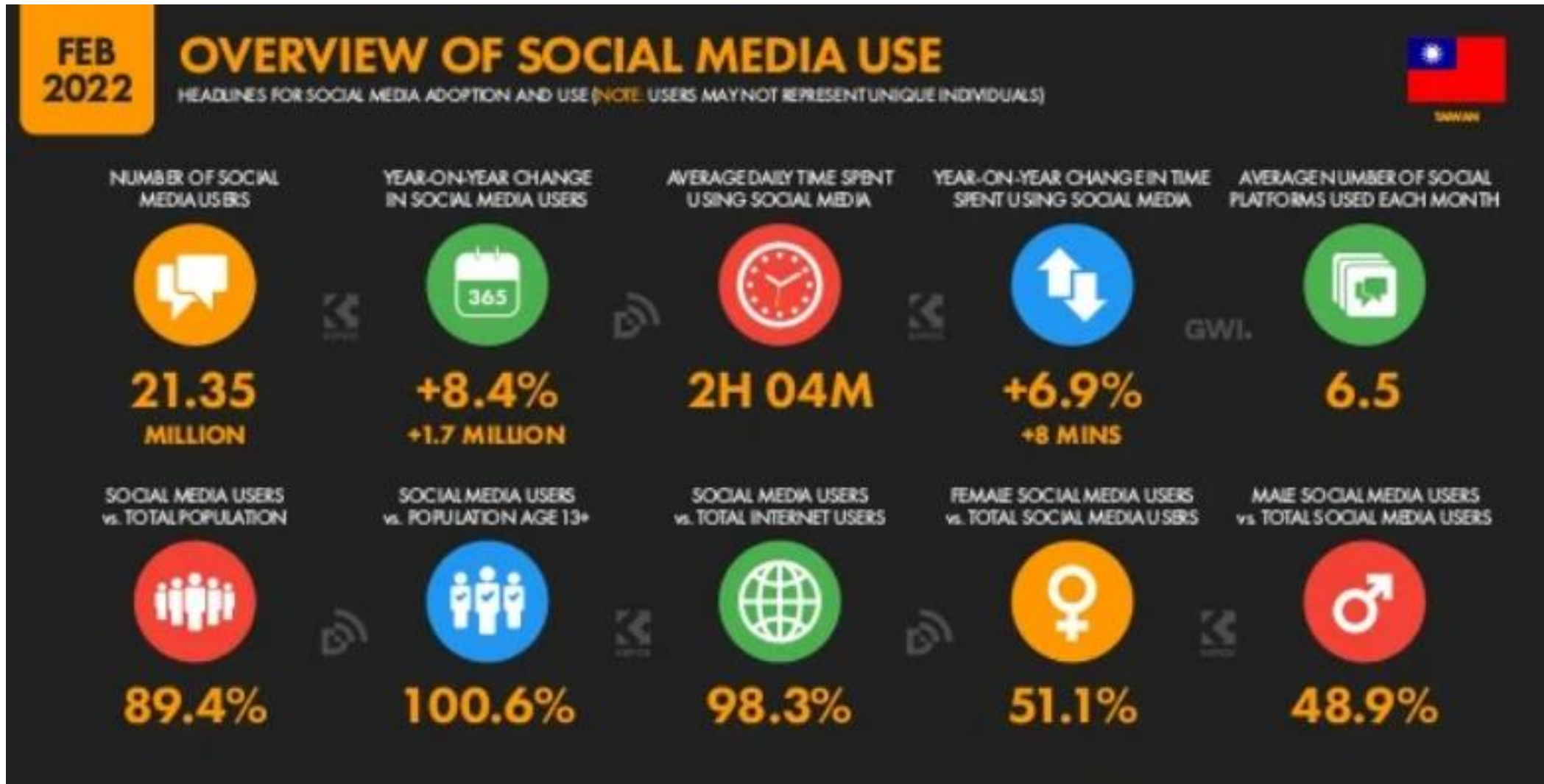
Digital Consumption

TAIWANESE SPEND THE MOST TIME ON YOUTUBE



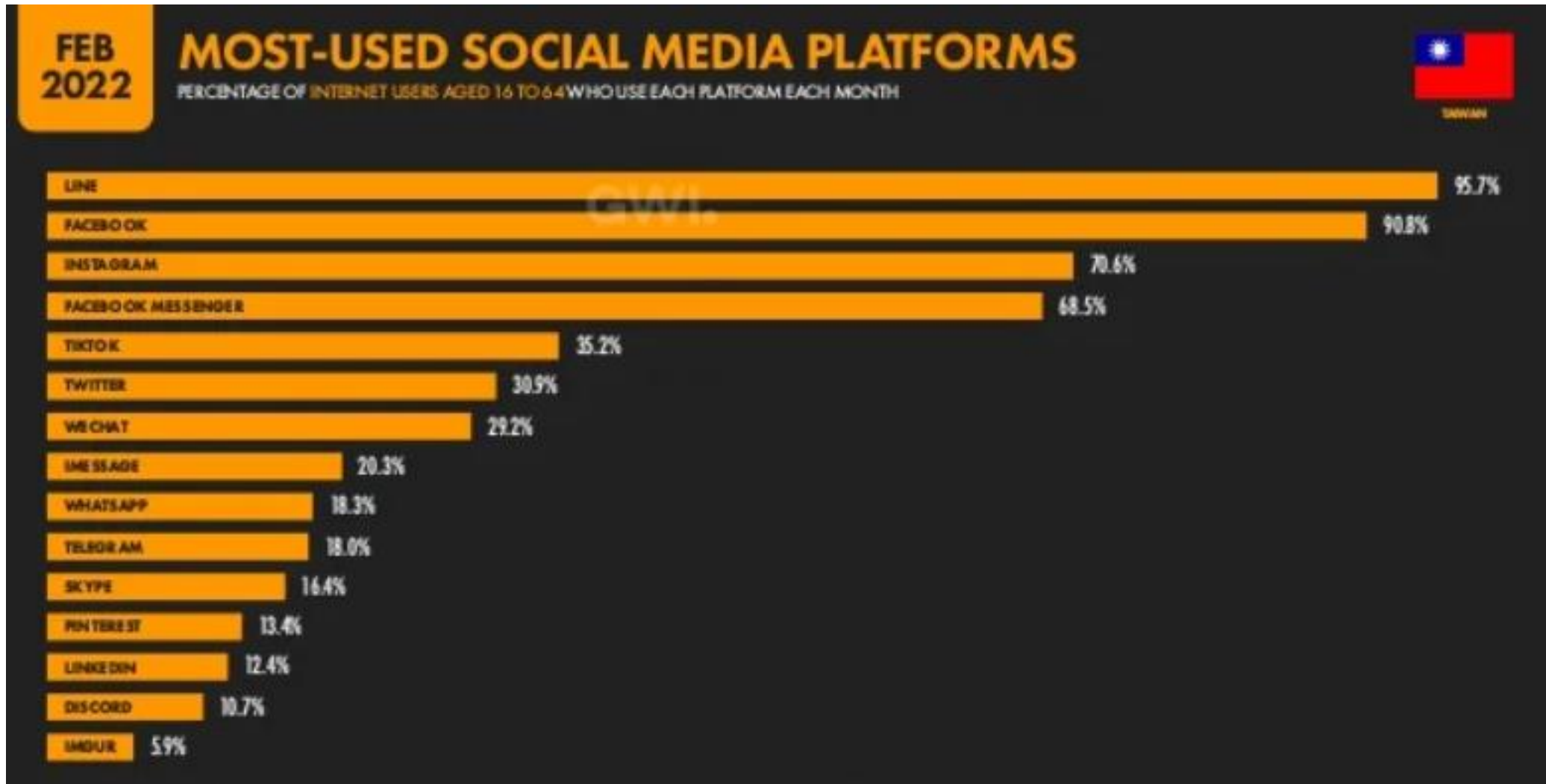
Digital Consumption

THE NUMBER OF SOCIAL MEDIA USERS IN TAIWAN increased by 8.4% between 2021 and 2022



Digital Consumption

THE MOST USED SOCIAL MEDIA PLATFORM IS LINE, FOLLOWED BY FACEBOOK



Outdoor Sites

TAIWAN



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